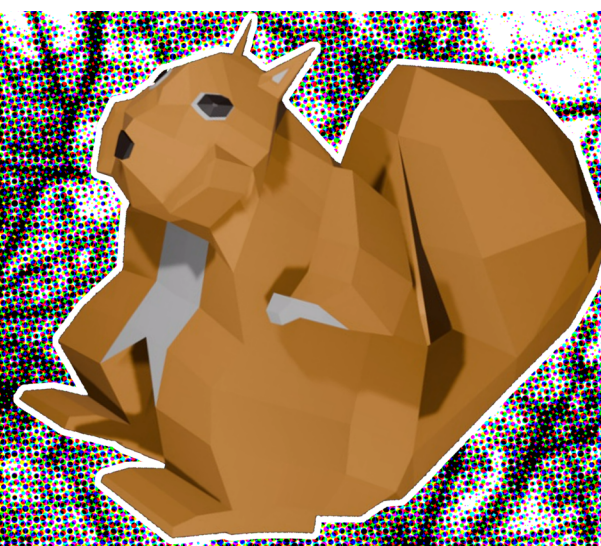
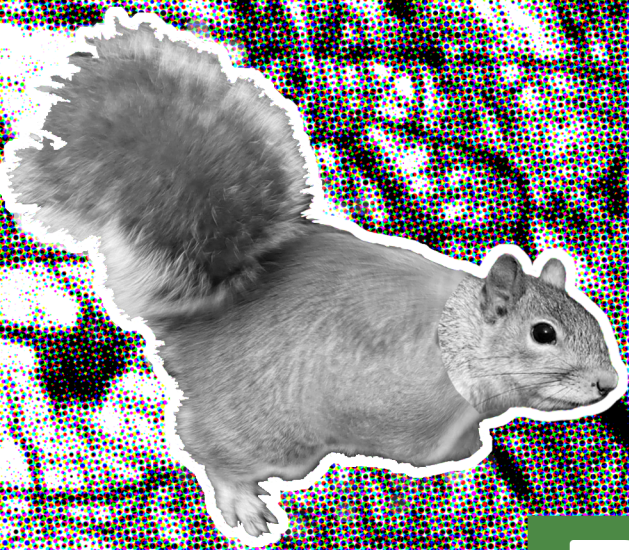




RED, GREY OR... SQUIRRELS

----- a project about squirrels



THE ABOUT
EARNING /

CONTENT

FIELD WORK

..... P3

PROPOSALS

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OUTCOMES

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CONCLUSION

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FIELD WORK

- online & field research

- interviews

- documentary

- exploration

THE ADULT
LEARNING /

FEILD WORK

At the beginning of the project, we conducted online and offline research on three parks that we were familiar with on the map, including Jubilee Park, Mudchute Park & Farm, and Millwall Park.



JUBILEE PARK



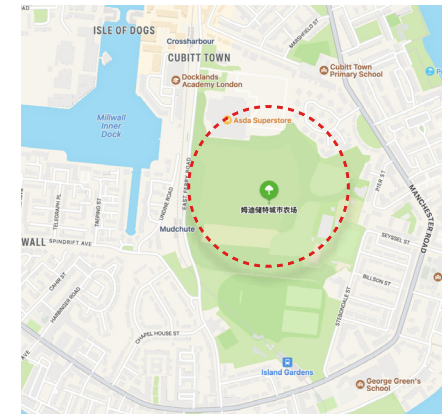
- Ownership: Canary Wharf Group

- History:

The park first appeared on the public radar in 1951. It remained so until 1977 when a park was laid out for the Queen's Silver Jubilee . The landscape was designed by lan dscape architects West 8, a cutting-edge practice which delivers ground-breaking urban parks and public spaces worldwide .



MUDCHUTE FARM



- Ownership: The Mudchute Association

- History:

The Mudchute Park & Farm was established by the local Island community . Originally a piece of derelict land created during the last century from the spoil of construction from dredging Millwall Dock . For decades, this hidden natural wilderness of flora and fauna remained untouched . However, in 1974 the site was earmarked by the Greater London Council for the construction of a high rise estate. In 1977 the Mudchute Association was formed to preserve and develop the area .





MILLWALL PARK

- Ownership: London County Council
- history:

The One O'Clock Club is a fun and safe outdoor play space for children under 5 and their parents/carers. Grown-ups can relax with a cuppa and a snack from our newly refurbished kiosk, while the little ones explore.

One O'Clock Club

In 1919, the London County Council bought the land for the creation of a playground and public open space. During the night of 7th September 1940, the first night of the Blitz, very much of Stebondale Street was flattened by bombs and the open air pool was so badly damaged that it became unusable. In the late 1960s the first One O'Clock Club was started. In the 1980s, the Docklands Light Railway was created.



In the subsequent workshop, we visited Beckenham Park and conducted a series of research based on our offline observations.



BECKENHAM PARK



Lewisham Council plans to give the Beckenham Park Place squirrel a makeover

During the research process at Beckenham Park, we discovered an art installation of squirrels in the park. Along with online resources, we found that people residing in London tend to have a preference for red squirrels.

CONCLUSION:

During the research process, we discovered that: 1. Each park has a large number of wild animals interact with people. 2. There are lots of withered trees, tree stumps, and broken branches scattered throughout the park, but none have been properly maintained. They are scattered in various corners of the park.

As for Millwall Park, we discovered the One O'clock Club, a club specifically designed for children. This is an intriguing find, and it prompts us to consider the possibility of setting up similar facilities for other demographics.

We want to align these discoveries with the squirrel preference which we found out on the statue in Beckenham Park.

EXPLORATION

Tellings:



Based on the preliminary research conducted on the park, our group revisited the park to further observe and contemplate, taking into consideration our own areas of interest. Additionally, we documented and narrated our points of interest in our own distinct manner.



“ These are two pieces of dead wood, we collected the soil near the dead wood, and through observation, and the tree has not yet decayed. It is great idea to make an device with the dead wood to reflect the reorganization of the tree's life. Like Frankenstein.

”

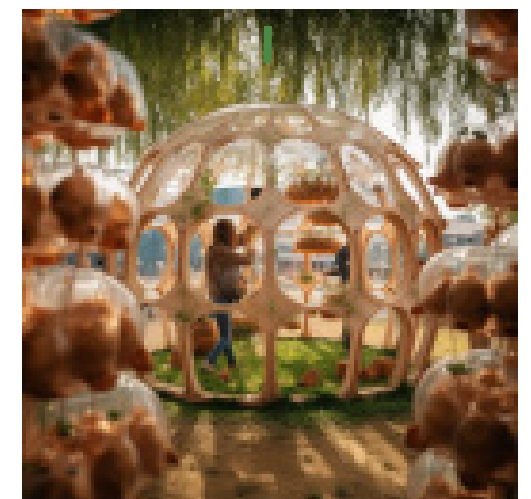


“ I record people's activities by collecting their footprints on the paper. It's quite fascinating to me. ”



“ The squirrels in the park really like to interact with people. making an interactive space to help people and squirrels interact harmoniously is a interesting way. ”

“ Each tree has a different texture. I think it's like human's DNA. The texture of the tree represent a different experience for each tree. ”



INTERVIEW

In order to gain further insight into the attitudes of London residents living around Millwall Park towards squirrels, we conducted on-site interviews with local residents.

Q: what do you think of grey squirrels?

Soooo ugly animals! They look a lot like mice. Also looks dirty.

I do not mind them before. But they start to drop off the red squirrels by stealing their food!

I think they are very cute and there is a lot of them.

Q: have you heard something about gray squirrels effect on red squirrels?

Yeah! they nick all the food! It is quite nice to say pleasant destruction!



SQUIRREL PREFERENCE

And here's our tellings of the squirrel statue in Hackeny Park. We found that letting people vote for skins of squirrels is a very interesting way for people to get engaged to public space and we thought it can be more creative. so we created a lot more different skins and made a poster.

1. The majority of individuals exhibit a rather negative attitude towards squirrels, while a minority express fondness for them.
2. Relatively, people tend to favor red squirrels and attribute the decline in their population to the encroachment of gray squirrels.

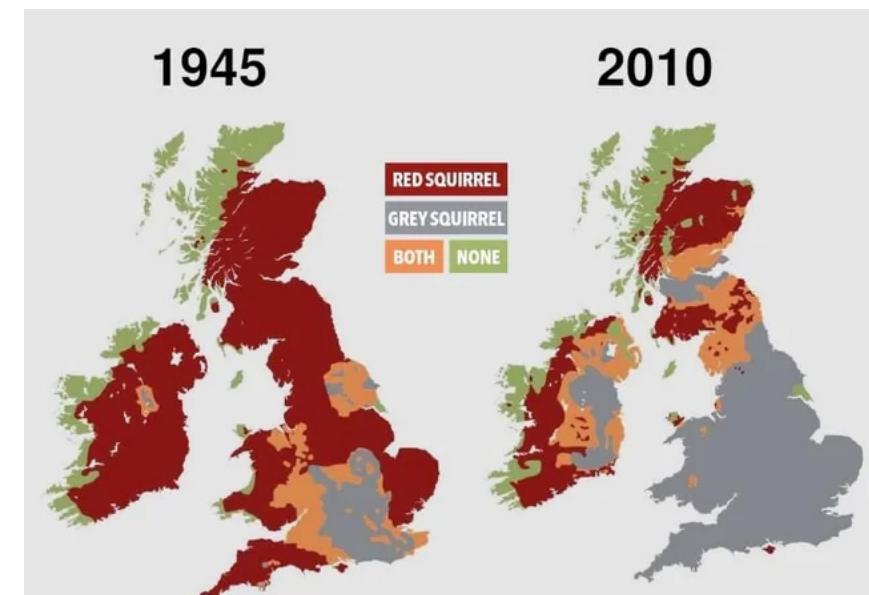
DOCUMENTARY

Based on our interview surveys, we searched for documentary materials concerning gray squirrels and red squirrels, to take a deep scope in our topic.



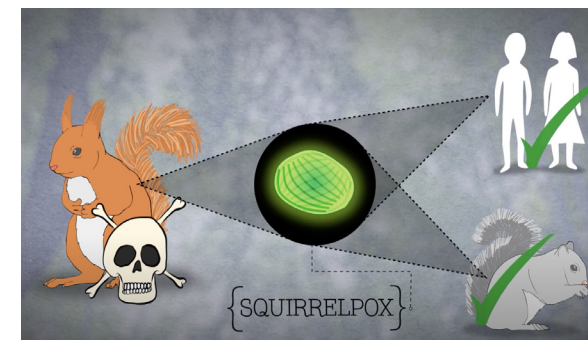
British Wildlife - Grey Squirrel

The documentary introduces that the grey squirrel was introduced from North America in the late 19th century. And grey squirrels are herbivores and consume a diet of hazelnuts, acorns seeds and berris. Besides, they are used to build a large untidy looking nest called a dray in the treetops or hollow tree trunks.



Distribution of grey and red squirrels in the UK

The reasons behind the decline of red squirrels following the introduction of grey squirrels. The primary factors can be summarized into two parts: firstly, grey squirrels reproduce at a faster rate than red squirrels and inhabit higher densities, thereby enabling them to outcompete red squirrels in acquiring food resources. Secondly, the most significant cause of the decline in red squirrel population is attributed to a parapox virus, to which grey squirrels are immune.



The battle to save the red squirrel

The measures taken in response to the phenomenon of declining red squirrel populations juxtaposed with the prolific breeding of grey squirrels, which encompass four main aspects: 1. Implementation of trapping and shooting strategies targeting grey squirrels. 2. Administration of a drug inducing infertility in grey squirrels through their diet, although this method only became available in 2017. 3. Exploration of the development of a vaccine for squirrel pox, which is theoretically feasible but would require a minimum of six years for production. 4. Introduction of pine martens, a native predator, in the Isle of Anglesey. Their presence has led to a decline in grey squirrel numbers and a subsequent recovery of red squirrel populations.

PROPOSALS

- Workbook Ideation
- Prototyping
- on-site rehearsal

WORKBOOK IDEATION

Based on research, we generated a few ideas:



Brainstorm Board

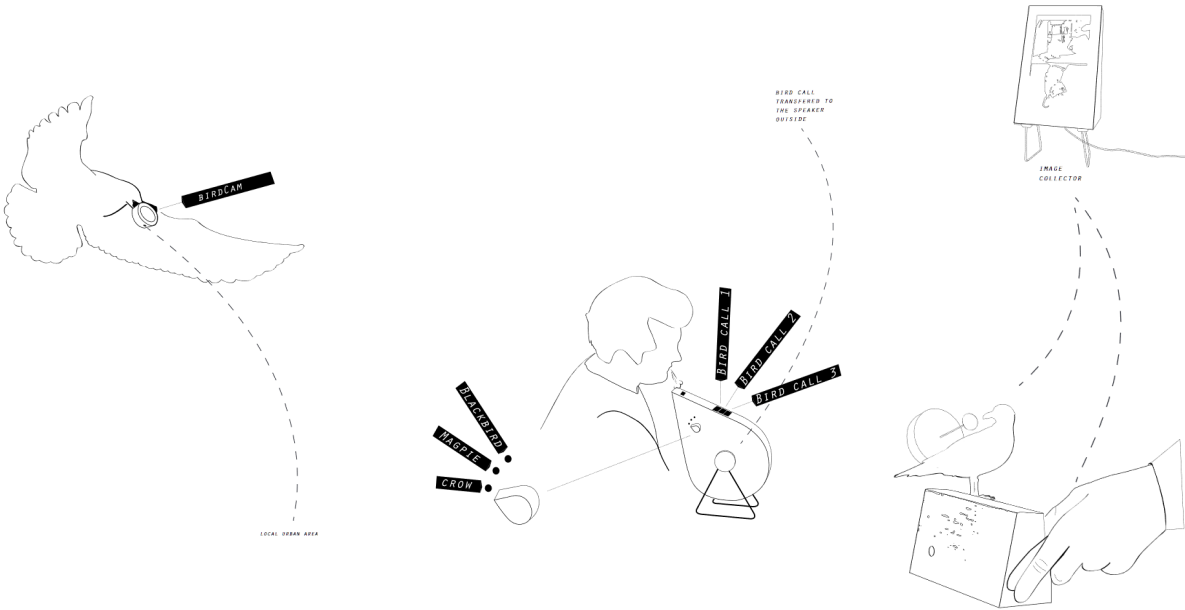
1. Playground for squirrels - Moves between digital and real spaces.
2. Squirrel drama show - put on a show to showcase the conflict between red & grey squirrels. And people's dislikeness toward grey squirrels.
3. Making posters and publications about the invasion of grey squirrels.
4. Virtual squirrel feed system - After people feeding the virtual squirrels they will get a reward.
5. Squirrel color analogy - Paint the logs in different colors to refer to red & grey squirrels.
6. Human & Squirrels interaction space - Set up a private space for human & squirrels to interact.

We finally chose to not only make playground for real squirrels but also virtual ones.



The place we chose to conduct our action is Millwall Park. As we have investigated, the environment there is very quiet yet many squirrels, and still some people have interactions with squirrels, most of the time they feed squirrels with food.

NON - ANTHROPOCENTRIC DESIGN



<urban bird spotting> -- Li Johnsson (2014)



My Naturewatch Camera (2021)

ANTHROPOCENTRIC DESIGN



Hyper-reality



Marshmallow Laser Feast's 'In the Eyes of the Animal' virtual reality headset

By looking through some design references which share the similar goals with ours, we decided to settle our project to both Anthropocentric (Human-centered) and Non-Anthropocentric design.

We are not only make props which squirrels can interact in playground, but also, we want people also be participated in.

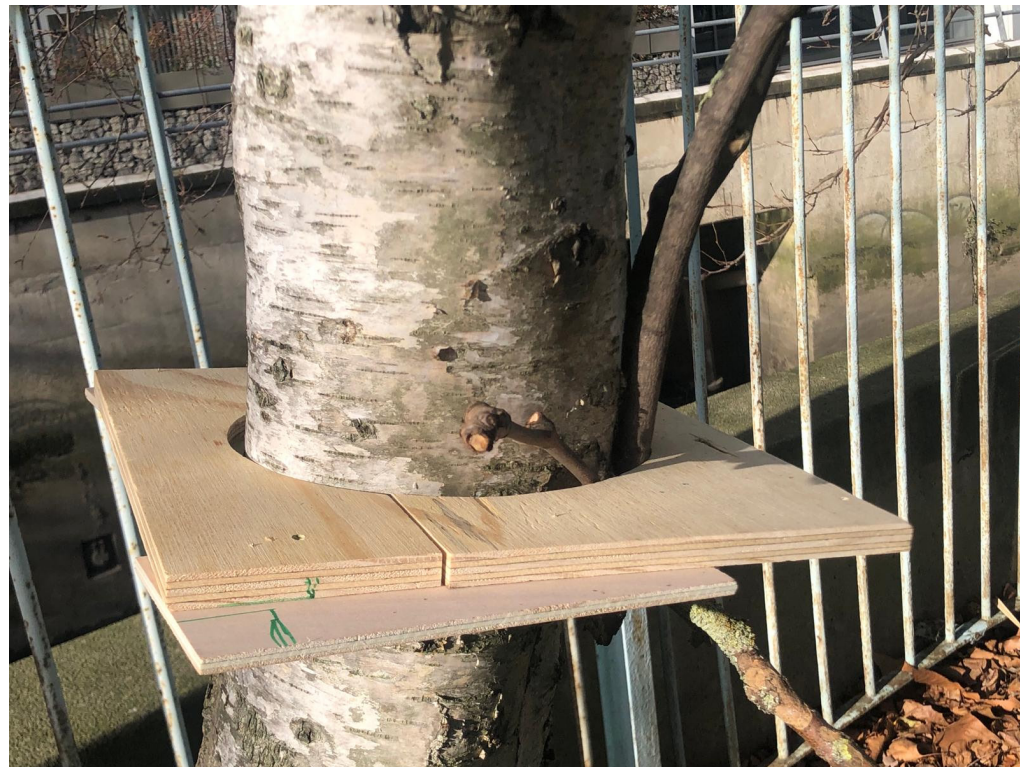
PROTOTYPING

📍 Green Space near Lesoco



This is the prototype we made for squirrels to exercise. Which was the first attempt for us to have interaction with the natural space.

ON-SITE REHEARSAL

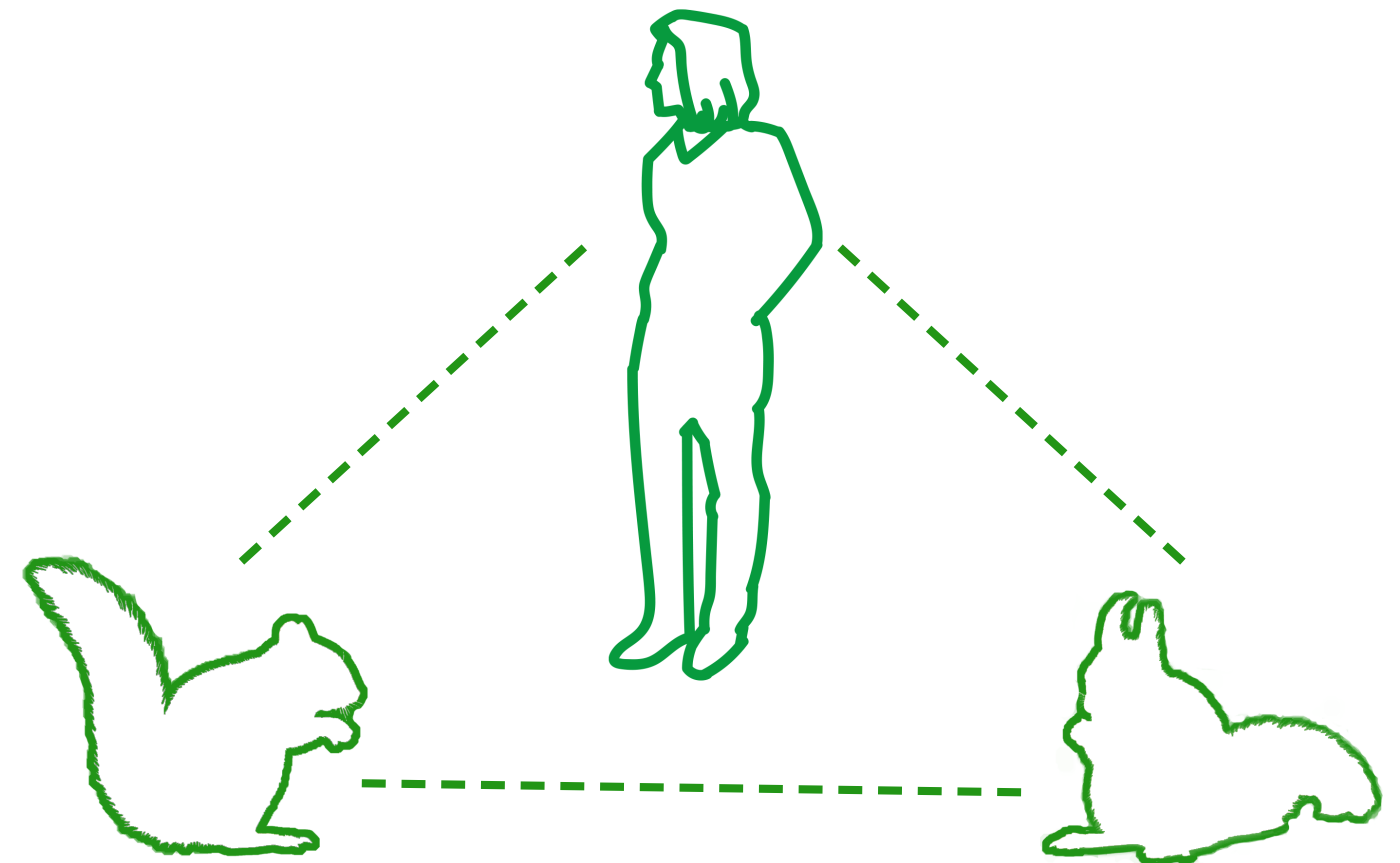


OUTCOMES

- Concept
- Visual Identity
- Props Making
- On-site Exhibition

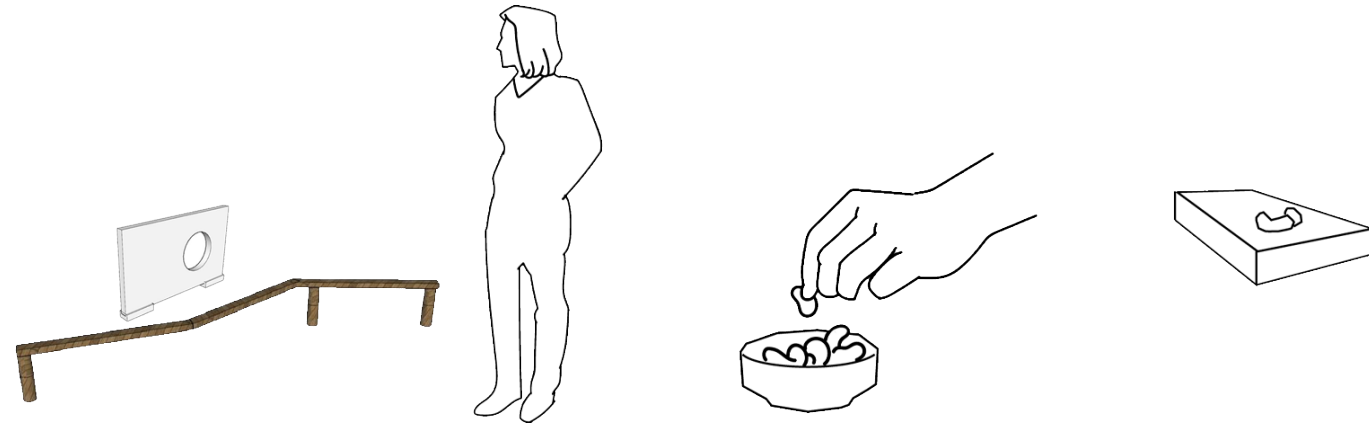
CONCEPT

There is significant sociological background and necessity to change people's attitude towards grey squirrels:

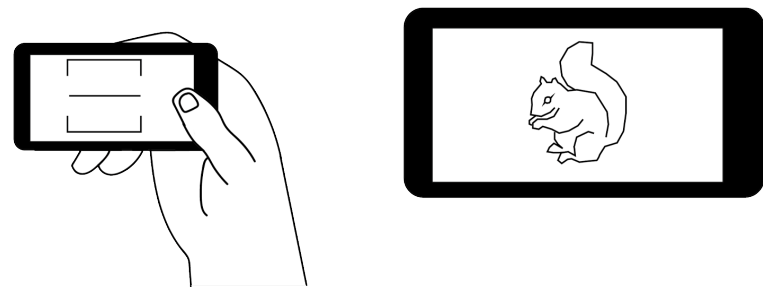


- Ecological Balance and Species Conservation
- Advocating Ecological Education and Environmental Awareness
- Cross-cultural Understanding and Inclusivity

Through interactive experiences and virtual reality technology, people's inherent impressions of gray squirrels can be changed.



Residents who enjoy squirrels can interact with them and offer food at the playground, thereby enhancing their affection for these creatures.



For residents who don't like squirrels, they can use augmented reality technology to witness cute squirrel interactions and observe real squirrels playing and being fed, thus altering their attitudes and bridging the gap between squirrels and humans.

- Aim: Improve people's negative attitudes towards grey squirrels.

- Site: Millwall Park.

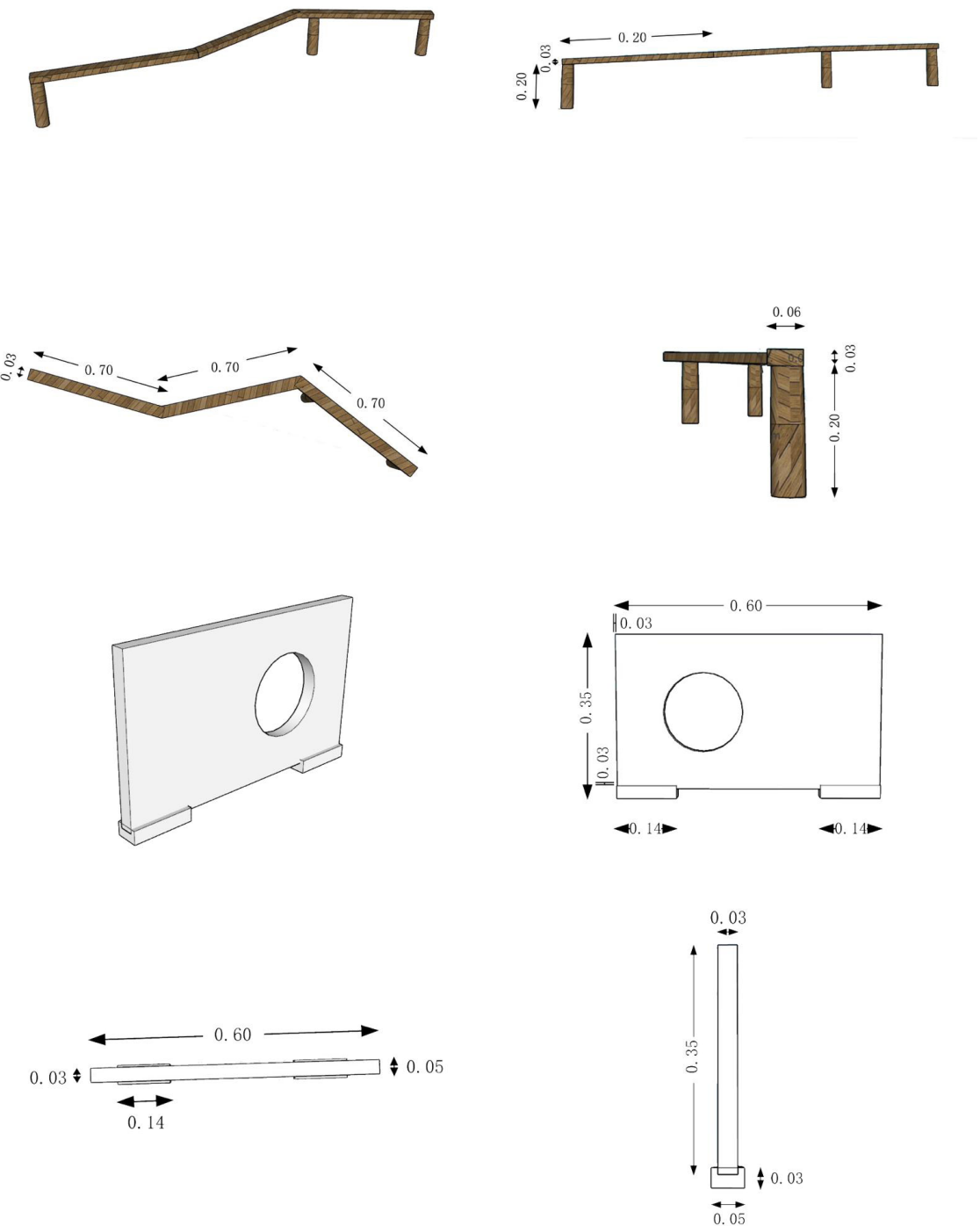
- Role: Residents living near parks in London.

- Key touch point: AR APP & playground by wood.

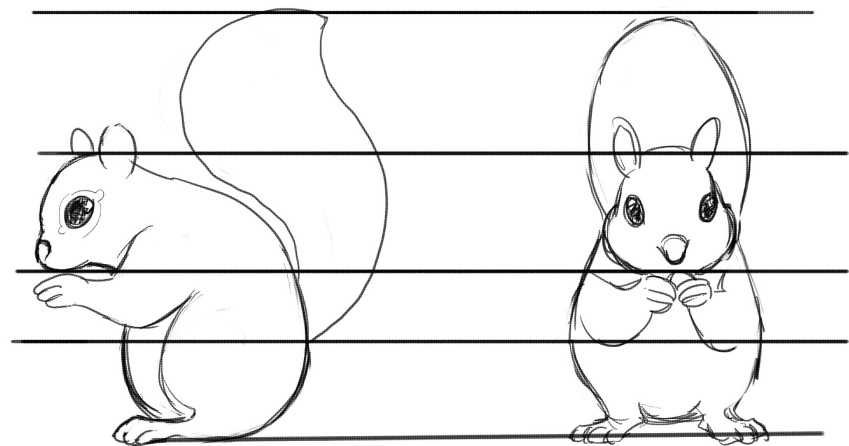
VISUAL IDENTITY

The orthographic and perspective views of the props based on previous field tests and concept generation.

Modeling



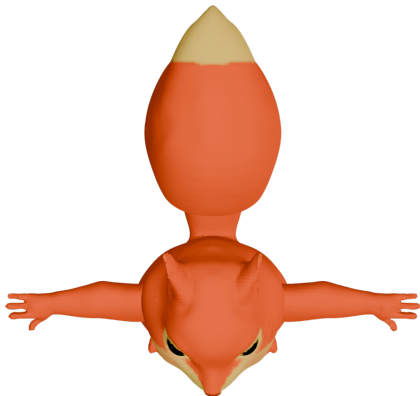
The squirrel model is iteratively refined multiple times after sketching. For the first two versions of squirrel models, we designed jump and walk two gestures of them, for them to interact with our wooden props. For the third version we applied three gestures which are: Waving hands, eating and reading newspaper.



Squirrel model 1.0

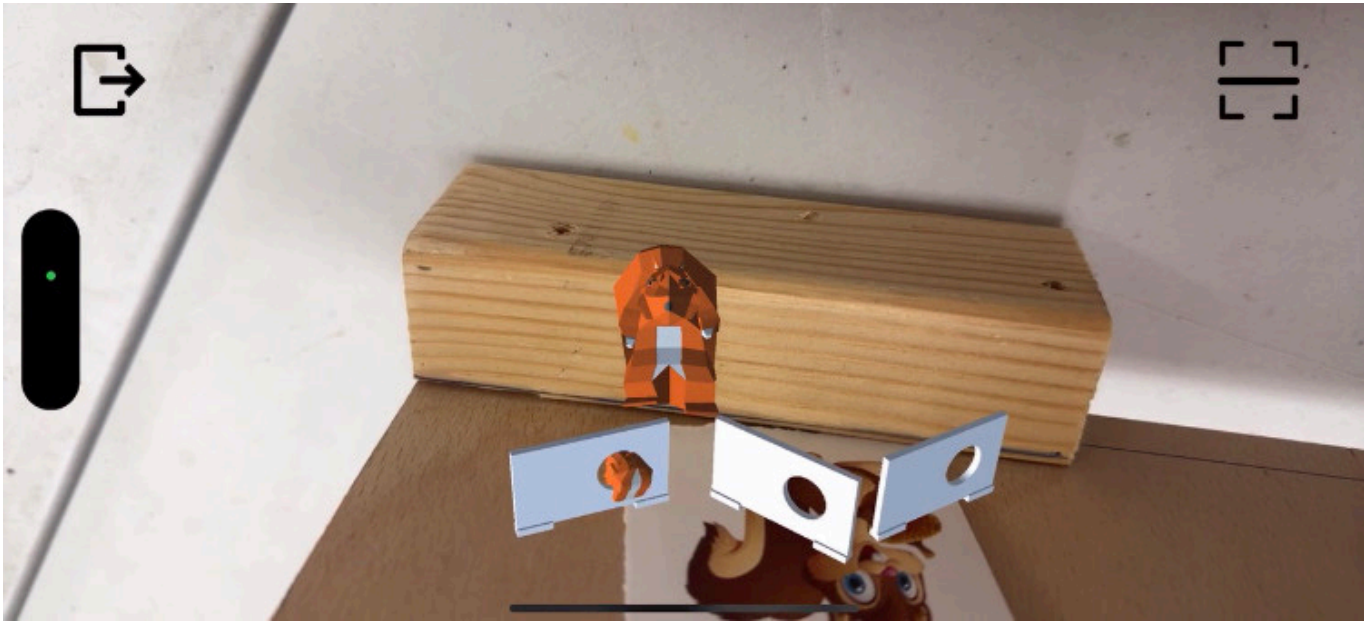


Squirrel model 2.0



Squirrel model 3.0

■ AR Experiment



AR Squirrel 1.0



AR Squirrel 2.0

PROPS MAKING

The production of the entire prop is divided into three parts: the first part consists of the squirrel playground made of wood; the second part involves distributing booklets to participants on-site to explain the details of our activity flow.



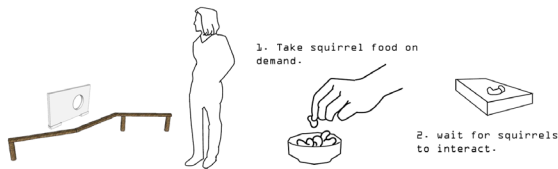
■ Pamphlet

We also made a Pamphlet with instruction on it for people to better follow and use the most of our props.



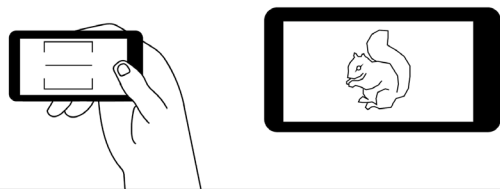
INSTRUCTION

Interacting with real squirrels:

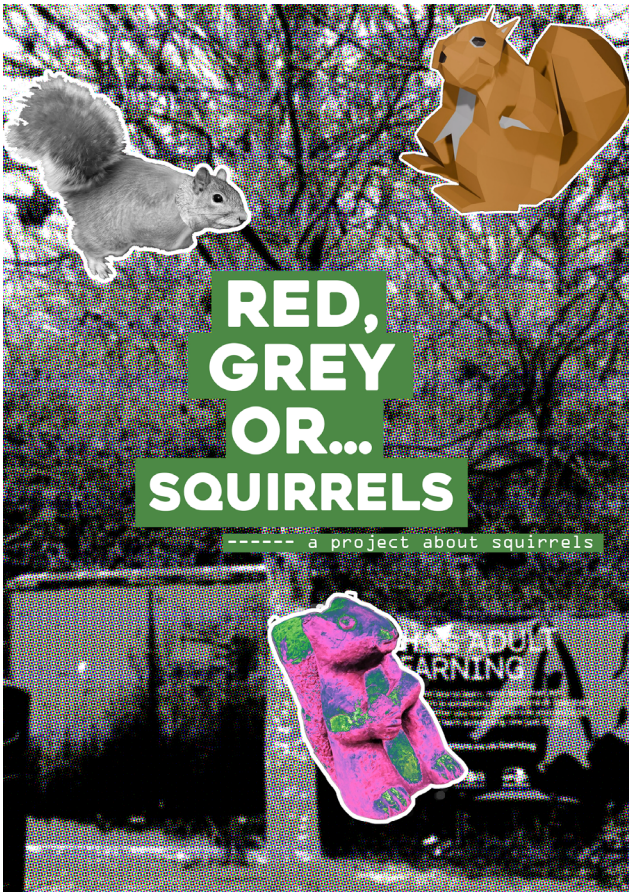


Interacting with virtual squirrels:

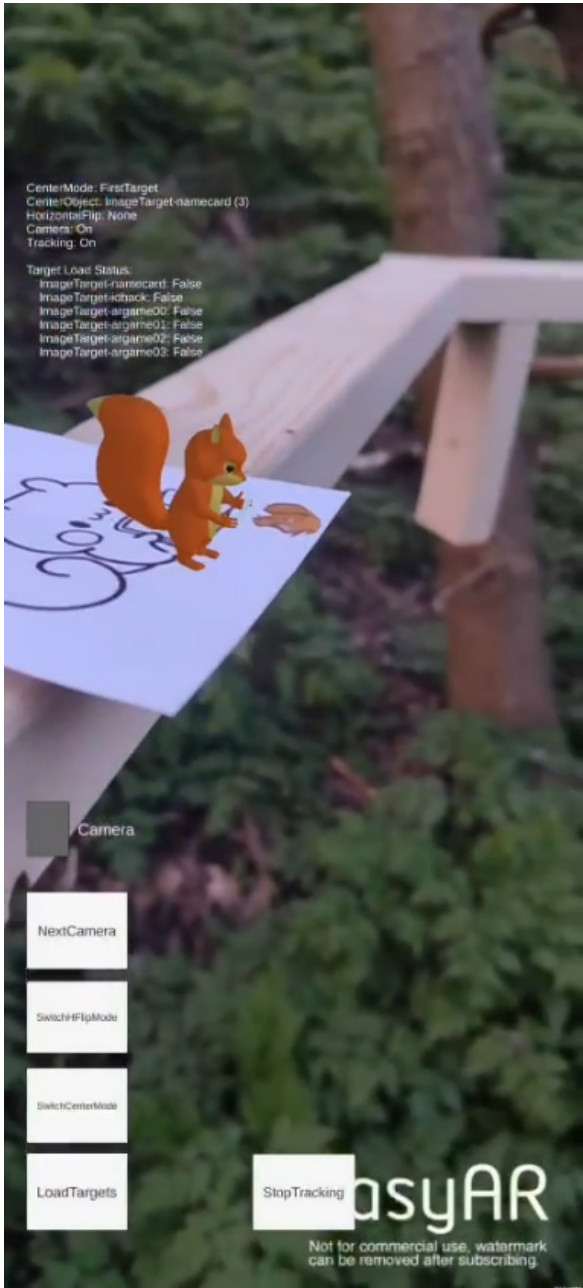
Open the app and play with AR squirrels through the device.



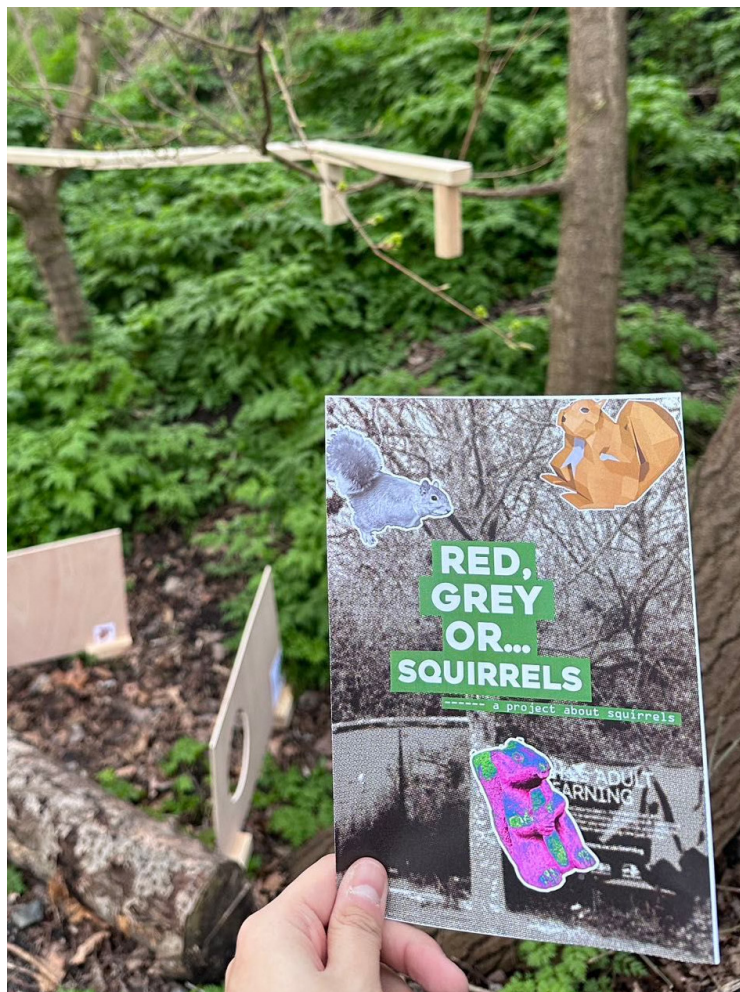
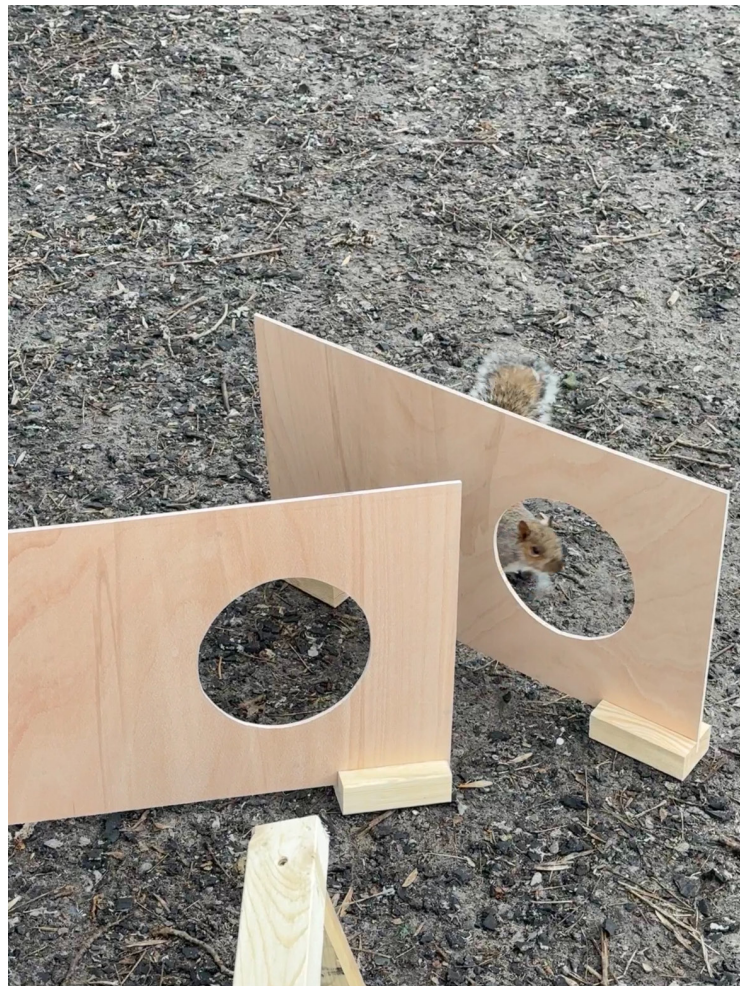
THANK YOU!



ON-SITE EXHIBITION



We took our device and props to the Millwall Park and conducted the test.



CONCLUSIONS

- Reflection
- Learning

REFLECTION

There's still space for our project to be improved:

- The workshop can be conducted so we can have more people to be engaged in our project.
- The skins of AR squirrel can have more options and the size of it can be enlarged to make it looks like a real squirrel size.
- We're also interested in create different themes of physical props for real squirrels, for example, we can make a family table for squirrels.
- There's also an AR app recommended by our classmate, we can try to use it in the future so it can help to save some app-building time.

LEARNING

Starting by doing site research, we gained a more comprehensive understanding of the concept of POPS(Privately Owned Public Space) we located our project to aim in the balance of Human-Squirrels relationship.

Through research, we have learned to develop the concept of our project and its execution.

Also we experienced the most cooperation-required props making part, apart from the wood workshop part, we had failed many times while struggling with AR technique issues. Yet we still conquered this difficult problem.

During this meaningful journey, we wish to take what we have learned to the future projects.

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